

CURRICULUM

_Iván San Martín González



About me

"I am a professional with over 20 years of experience in illustration, 3D modeling, and graphic design. Specialized in character creation, environment design, and visual projects for video games, advertising, and editorial purposes. My experience spans from leading creative teams to developing innovative graphic solutions, with a focus on visual quality and consistency throughout all stages of production. I have extensive expertise in design tools and 3D software."

Technical Skills

3D Modeling

Blender (Advanced)

ZBrush (Advanced)

Character Creator (Advanced)

Substance Painter (Advanced)

Substance Sample (Advanced)

Game Engines

Unreal (Intermediate)

Unity (Intermediate)

Illustration and Graphic Design

Photoshop (Advanced)

Illustrator (Advanced)

InDesign (Advanced)

Premiere (Intermediate)

After Effects (Intermediate)

Nuke (Intermediate)

Languages

Spanish Native

English Advanced



Senior Illustrator | Senior 3D Artist | Senior Graphic Designer

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_Professional experience

Freelance | Illustrator, 2D / 3D Artist and Graphic Designer

Madrid / 2011 - Present

- Worked as a freelance artist in **illustration**, **3D modeling**, and **concept art** for video games, advertising, and editorial purposes.
- Created **3D modeling** (characters, assets, environments...) for independent game studios, advertising and films.
- Illustration projects for the **Vocento Group** and editorial publications.

Keywords: Freelance Illustrator, 3D Artist, Concept Art, Sculpting, Editorial Illustration, Advertising.

Lead 3D Artist | XReality Studios

Madrid / December 2024 - November 2025

- Led the creation of characters, assets, rig and environments for various films and series projects.
- Developed, **3D modeling**, **texturing**, **lighting**, **rig**, **animations**.
- Key projects: "La Sospecha de Sofia (2025)", "Bajo un volcán (2025)", "UAP (2025)".

Keywords: 3D Modeling, Texturing, Character Design, Environment Design, Concept Art, Lighting, Animation.

Lead 3D Artist | Red Mountain

Madrid / August 2022 - November 2023

- Led the creation of characters and environments for various video game projects.
- Developed **concept art**, **3D modeling**, and **texturing**.
- Key projects: "The Crown of Wu", "Opus Magna", "Facies Hermetica".

Keywords: 3D Modeling, Texturing, Character Design, Environment Design, Concept Art, Video Games.

Lead 3D Artist | Gamelearn

Madrid / March 2014 - August 2022

- Coordinated a team of designers, modelers, and animators to ensure the visual quality of projects.
- Developed **3D modeling**, **texturing**, and **designed characters** and **environments** for video games.
- Created storyboards, trailers, and cinematics for various projects.

Keywords: 3D Modeling, Character Design, Texturing, Team Leadership, Storyboarding, Trailers, Cinematics.

Co-founder and Art Director | Misstaggart

Valladolid / September 2011 - March 2014

- Led creative and aesthetic direction for **graphic design**, advertising, and **branding** projects.
- Coordinated a team of designers and developed visual strategies for advertising campaigns.

Keywords: Art Direction, Branding, Graphic Design, Team Leadership, Motion Graphics.

Senior Graphic Designer and Illustrator | RQR Comunicación

Valladolid / September 2006 - August 2011

- Developed advertising campaigns and designed **graphic materials** such as posters, brochures, stands, and digital resources.
- Created **editorial illustrations** and developed corporate identity designs.

Keywords: Graphic Design, Advertising Campaigns, Corporate Identity, Editorial Illustration, Print Design.

Young Artists Price and Scholarship | INJUVE

Florence / September 2004 - August 2006

- National award winner for best graphic design project, with a scholarship for its development in Florence.
- Developed innovative graphic design and visual art projects in Florence.

Keywords: Graphic Design Award, Art Scholarship, Visual Arts, International Collaboration



Graphic Designer | XY Equipo Creativo

Palencia / February 2000 - August 2004

- Designed graphic materials for advertising campaigns and developed corporate identity projects.
- Created **editorial illustrations** and designed resources for both digital and print formats.

Keywords: Graphic Design, Corporate Identity, Advertising, Editorial Illustration, Web Design

_Education

- Master's Degree in Video Game Production | *Trazos, Madrid (2020)*
- Master's Degree in Digital Illustration & Design | *Florence Design Academy, Florence (2006)*
- Higher Technician in Graphic Design and Illustration | *Art School of Valladolid (2001)*

Additional Studies

- ZBrush Course, *Madrid (2020)*
- Substance Painter Course, *Madrid (2020)*
- 3DS Max Course, *Madrid (2020)*
- Blender Course *(2018)*
- Illustrated Book Course, *Madrid (2017)*
- Typography Course, *with Enric Jardí and Oriol Miró (2010)*
- Typography Course, *with Longinotti and Hernán Ordóñez, Valladolid (2003)*

